



CONSUMERS ASSOCIATION OF SINGAPORE

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MEDIA RELEASE

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CASE expands colour-coded dishes to Nasi Padang chain

Since the Consumers Association of Singapore (CASE) collaborated with Koufu to introduce colour-coded price labels for their Economy Rice stalls, there has been positive feedback and requests from consumers to extend the initiative to Nasi Padang stalls.

CASE is partnering with HJH Maimunah, a popular Nasi Padang chain, to implement colour-coded price labels at all of its nine outlets, starting with its Parkway Parade outlet. Dishes like Tahu Telur, Ayam Bakar, and Telur Ikan Paes will feature grey tags for specialty items, while other dishes are categorised by price range for easy identification.

Mr Melvin Yong, President, CASE said, “Since CASE rolled out colour-coded price labels with Koufu, we have received many positive feedback that more economy rice stalls are adopting clear price labels for their dishes. I am therefore glad that CASE is partnering with HJH Maimunah to extend this initiative to Nasi Padang stalls. This will provide consumers with more transparent pricing and help customers make informed choices before they order. I thank HJH Maimunah for taking the lead and I encourage all stall owners to adopt clear price labels for their dishes.”

Ms Mastura Binte Didih Ibrahim, Managing Director, HJH Maimunah said, “We are honoured to collaborate with CASE on this important initiative. Price transparency is not only a mark of good business practice, but also a reflection of the trust and respect we have for our customers. We believe this collaboration will set a positive example in the F&B industry and benefit the wider community.”

Melvin Yong
President
Consumers Association of Singapore

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About the Consumers Association of Singapore:

The Consumers Association of Singapore (“CASE”) is an independent, non-profit organisation that is committed to protecting consumers’ interest through information and education and promoting an environment of fair and ethical trade practices. One of its key achievements is in advocating for the Consumer Protection (Fair Trading) Act (CPFTA) 2003 which came into effect on 1 March 2004.

For more information, please visit the CASE website at www.case.org.sg or follow us on:

Facebook: www.facebook.com/casesg

Twitter: www.twitter.com/casesg

Annex A



(From Left) Ms Mastura Binte Didih Ibrahim, Managing Director, HJH Maimunah at HJH Maimunah Parkway Parade outlet with Mr Melvin Yong, President, CASE.

Annex B – Colour Coded Tags to be displayed



Seven colour-coded tags will be used to indicate prices. The image will also be displayed at the store so customers can easily refer.